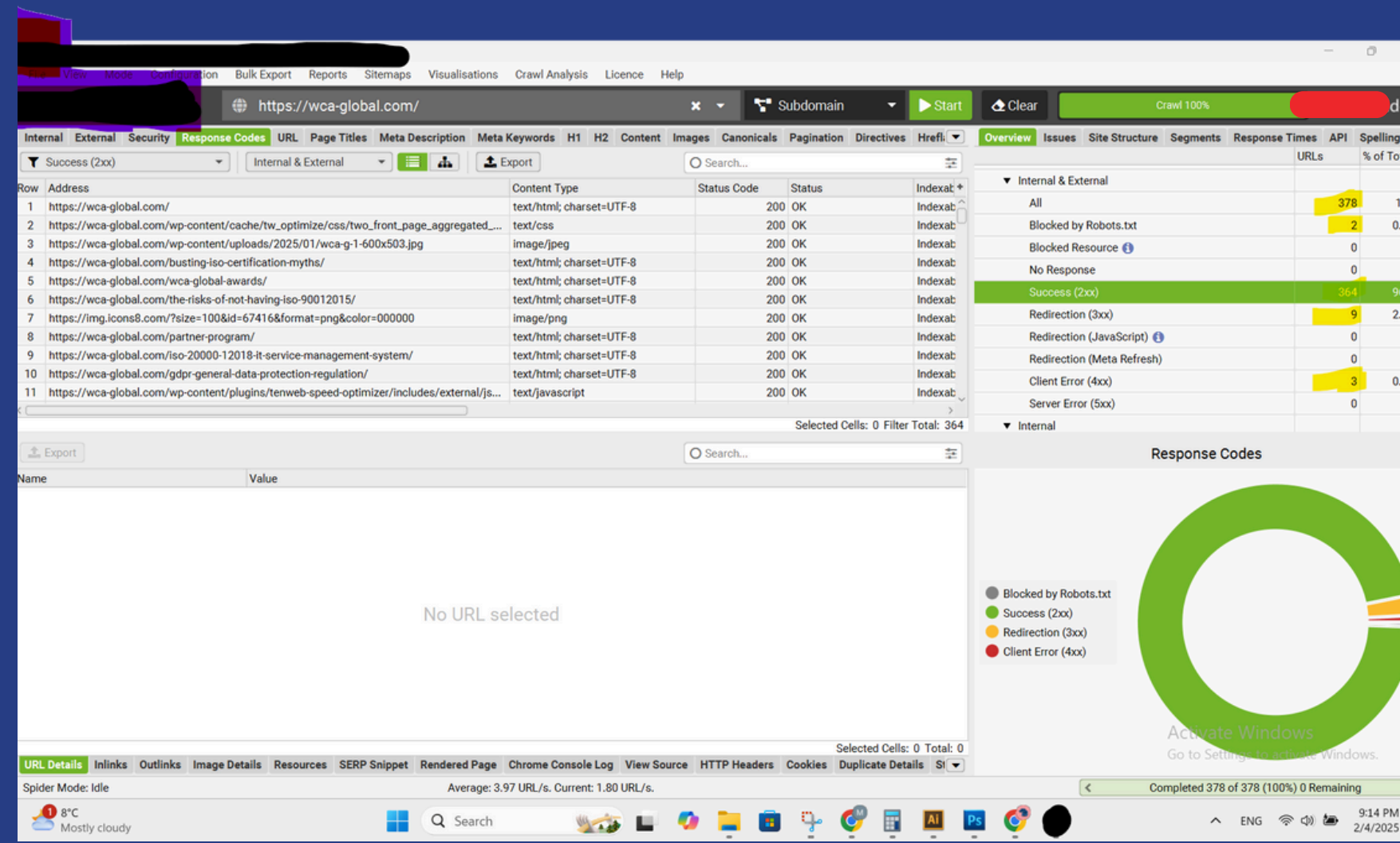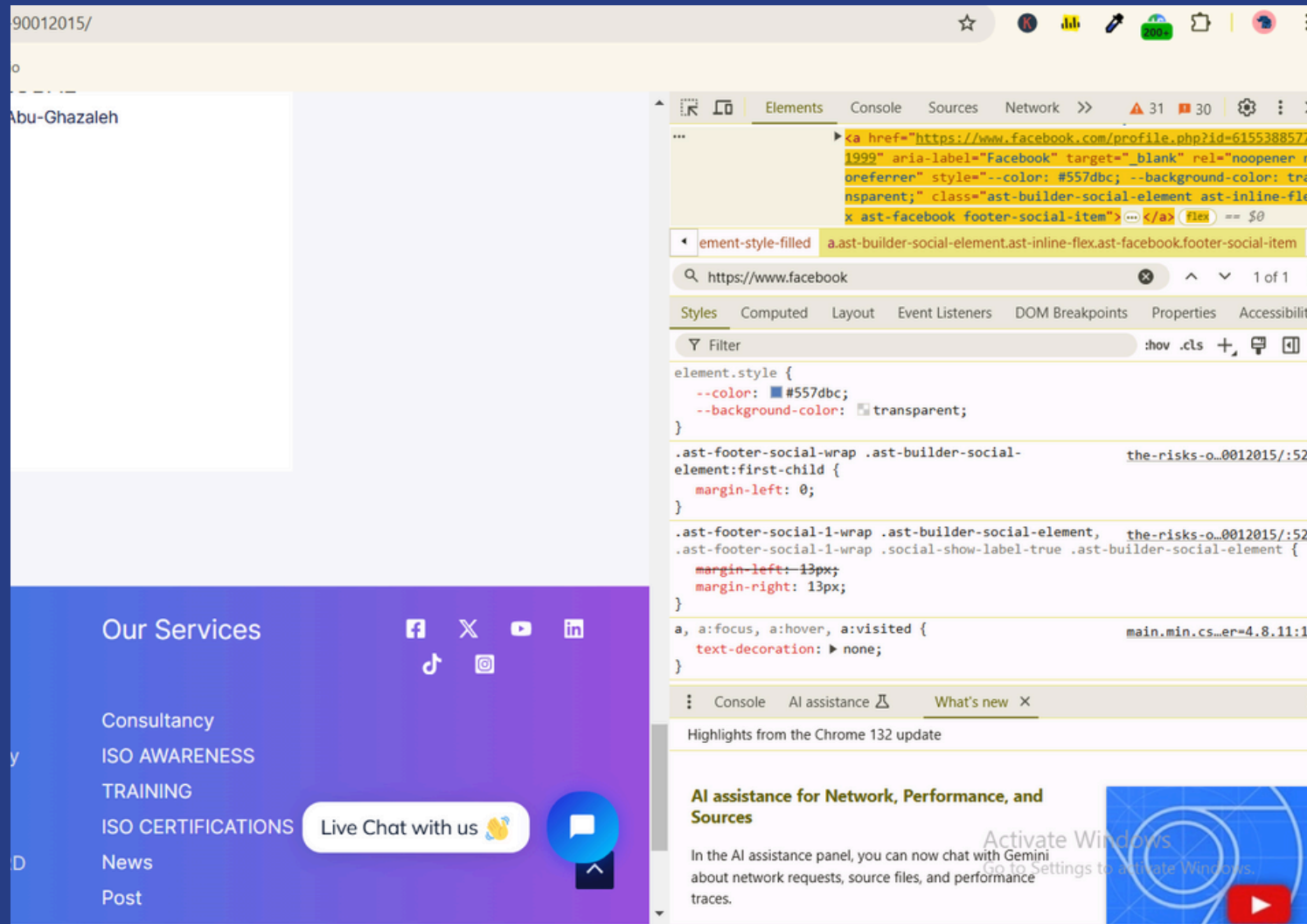# WCA Global

Technical SEO Audit

Identifying & Resolving Website Errors

WCA Website Link Errors

- Fix all link errors, including redirected, client-side, and blocked links, to ensure smooth navigation and optimal website performance.

WCA Link Performance Analysis

- evaluates the health of website links, identifying redirect errors, blocked URLs, and client-side issues to enhance SEO.

Website page sections and their SEO

- **Page Title (Meta Title)** – Ensure each page has a clear, keyword-rich title that reflects its content. This significantly impacts rankings and click-through rates.

- **Meta Description** – Write a concise, engaging summary (150-160 characters) that encourages users to click, even though it doesn't directly affect rankings.

- **Headings (H1, H2, H3, etc.)** – Structure content using headings for better readability and indexing. Use one H1 per page and relevant subheadings.

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Website page sections and their SEO

- **Body Content** – Ensure content is well-written, informative, and keyword-optimized, as it's the most important factor for ranking.

- **Image Alt Text** – Add descriptive alt text to all images for accessibility and SEO, improving image search visibility.

- **URL Structure** – Use clean, keyword-friendly URLs without unnecessary parameters or numbers.

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Website page sections and their SEO

- **Internal Links** – Link to related pages within our site to enhance navigation and boost SEO authority.

- **External Links** – Link to credible, high-quality sources when necessary to build trust and credibility.

- **Footer Content** – Ensure essential links like contact details, legal pages, and the sitemap are properly structured for usability.

SEO Best Practices for Image Metadata

- **Image Title** – The name of the image file, usually visible when hovering over it. SEO impact: Minimal but useful for organization.
- **Caption** – A short text displayed below the image. SEO impact: Moderate, helps user engagement and context.
- **Alt Text** – A description for visually impaired users and search engines. SEO impact: High, improves accessibility and image search rankings.
- **Description** – A detailed explanation of the image, sometimes used in metadata. SEO impact: Moderate, helpful for indexing but less critical than alt text.
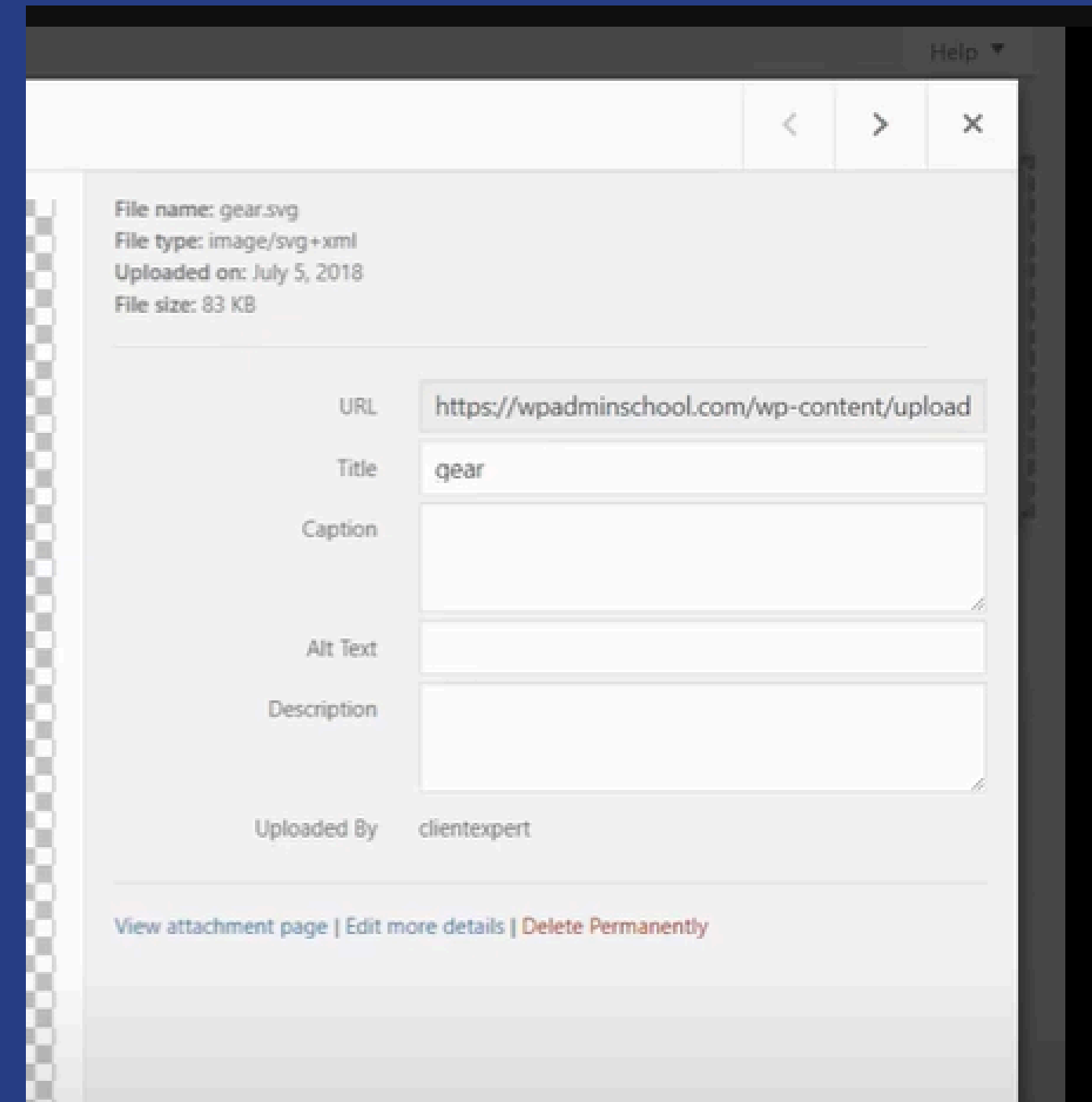
Fixing WCA Sitemap Issues

XML Sitemap

This XML Sitemap is generated by Rank Math WordPress SEO Plugin. It is what search engines like Google use to crawl and re-crawl posts/pages/products/images/archives on your website. Learn more about XML Sitemaps.

This XML Sitemap Index file contains **5** sitemaps.

Sitemap	Last Modified
https://wca-global.com/post-sitemap.xml	2025-02-03 17:24 +00:00
https://wca-global.com/page-sitemap.xml	2025-02-03 12:02 +00:00
https://wca-global.com/elementskit_content-sitemap.xml	2024-12-17 16:45 +00:00
https://wca-global.com/elementskit_template-sitemap.xml	2025-02-03 06:06 +00:00
https://wca-global.com/product-sitemap.xml	2025-01-11 19:06 +00:00

Activate Windows
Go to Settings to activate Windows.

- Regular fixes to the website sitemap ensure proper indexing by search engines. Addressing broken links, adding missing pages, and optimizing structure can improve crawl efficiency, ensuring all relevant pages are indexed and visible.
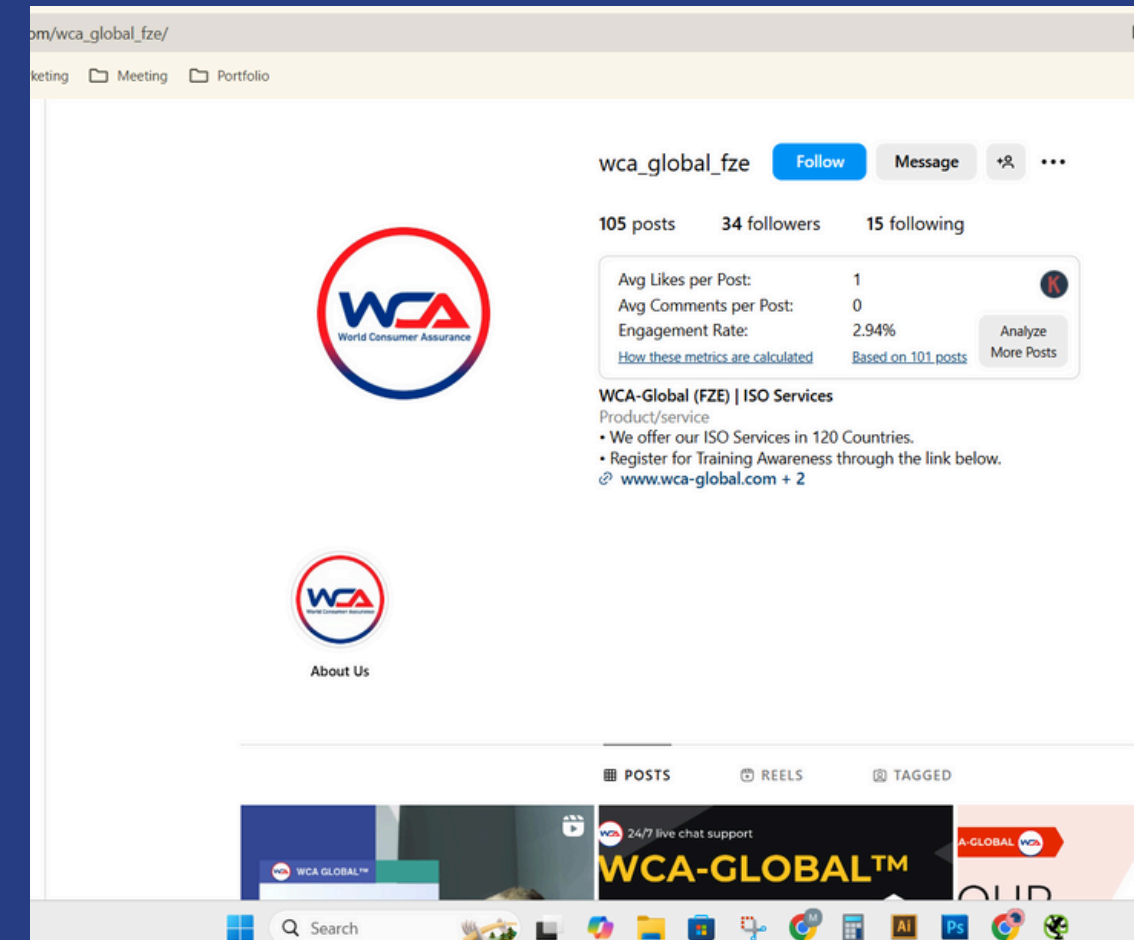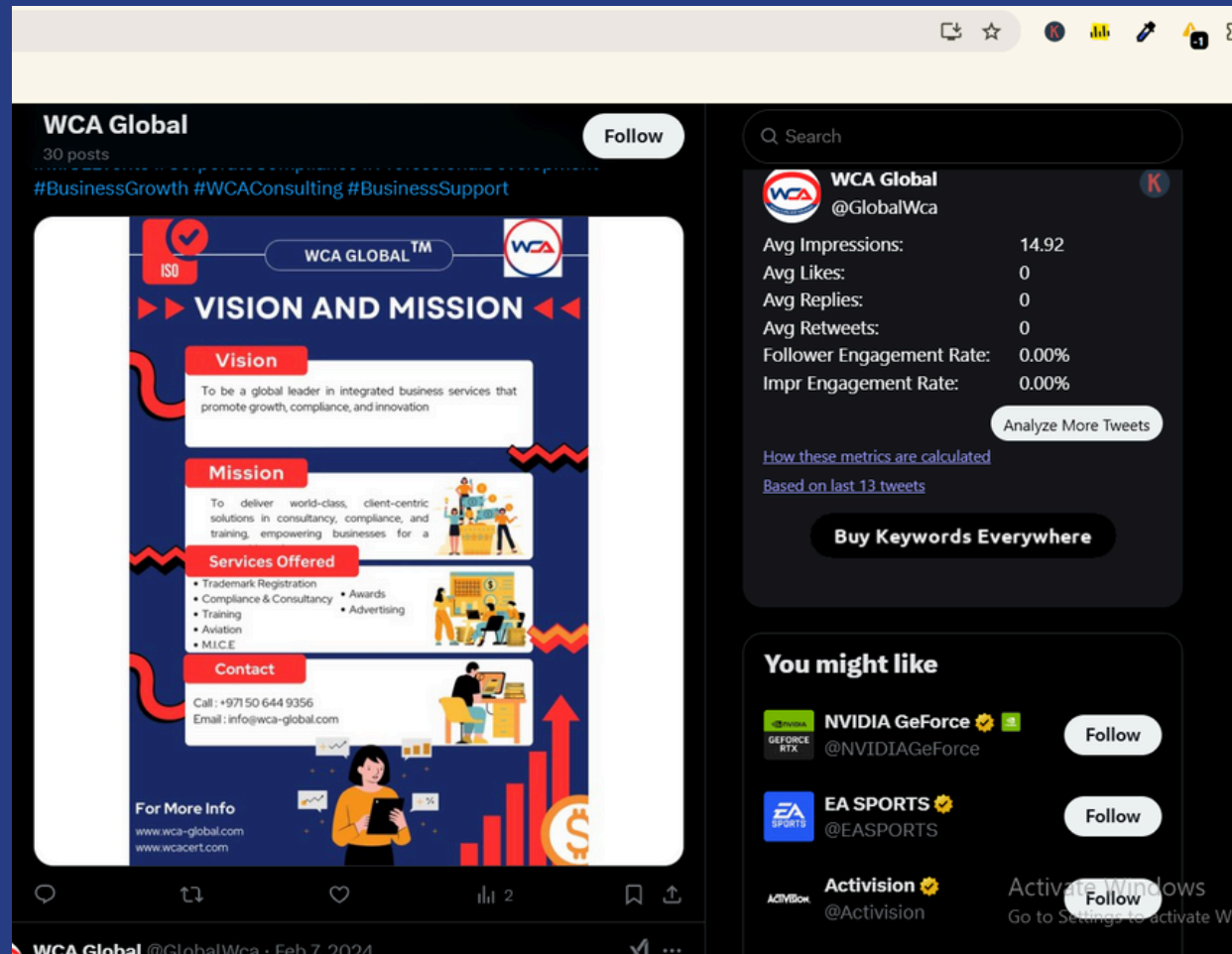
Fixing WCA Indexing Issues on Google
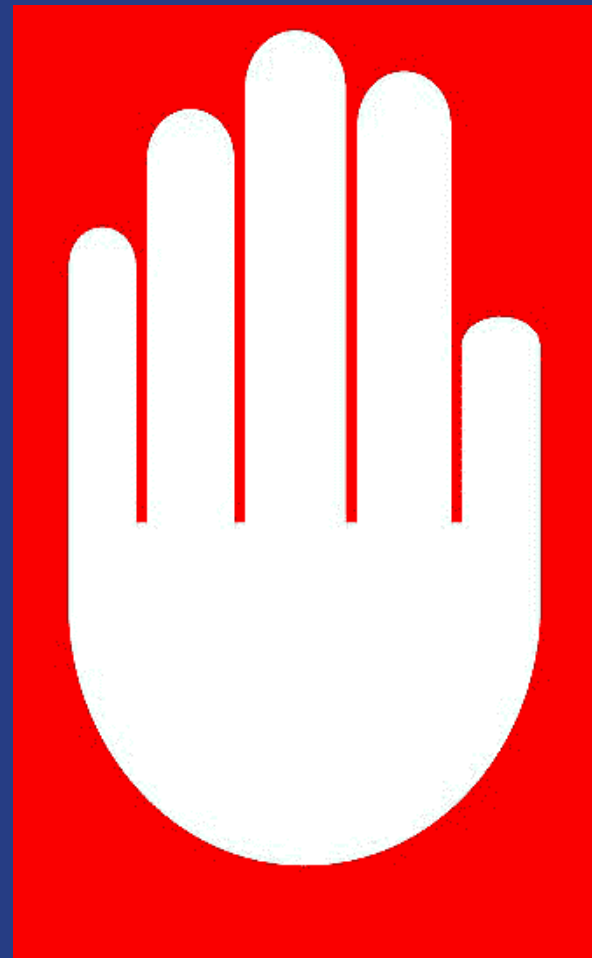
- Fixing indexing issues ensures that Google can correctly crawl and index your website's pages. This includes addressing noindex tags, correcting sitemap errors, and resolving crawl blockages.

Fixing Social Media Indexing Issues

- Just like with your website, fixing indexing issues on platforms like LinkedIn, Instagram, and X ensures your content is discoverable.

Next file will be the Social Media Strategy Goals & Content Plan